



2013 MX600 Sales Kit

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Content



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- Key Message / Features Introduction
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MX600



High Picture Quality

- XGA Native Resolution
- 3000 ANSI Lumens
- 13000:1 Contrast Ratio
- 6 Segments Color Wheel (RGBYWC)

Flexible Installation

- 1.1x Zoom Ratio
- Manual Keystone Vertical + -40

Good Sound Solution

- 10W Speaker
- Audio in / out

Thoughtful Design

- Display and charging: MHL

Complete Connectivity

- D-sub in x2 / D-sub out x1 / Composite x1 / S-video x1 / HDMI V1.4a share with MHL x1 / Audio in L/R x1 / Audio in mini-jack x1 / Audio out mini-jack x1 / USB Type mini B x1 / RS232 x1





Key Message/ Key Feature Details

Key Message



Designed with your needs in mind, BenQ Business projectors help you save time, money and effort.

Power Saving (Smart Eco)

Eco Blank Mode

SmartEco Mode

(Long lamp life/High Contrast Ratio)

Audio Pass Through

Standby Power
<0.5W

Hassle-Free Maintenance

Upper Lamp Door

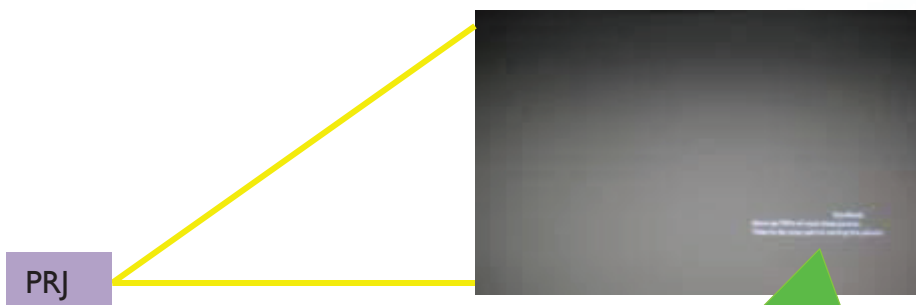
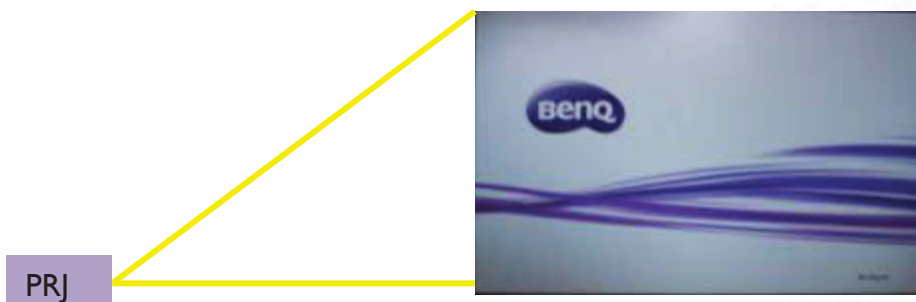
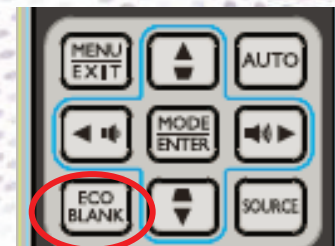
Kensington Lock

Support presenter Instruction

Auto Power Off

MHL

Eco Blank



By blanking the projection screen, teachers get to redirect students' focus back on them while keeping the Earth lookin' great

Save up 70% of your lamp power.
Time to do your part in saving the planet.

Blank the screen and conserve lamp power by up to 70% when the projector is not actively in use

Power Saving	Eco Blank Mode
	Smart Eco Mode
	Audio Pass Through
	Stand by Power <0.5W
Hasle Free Maintenance	Upper Lamp Door
	Kensington Lock
Thoughtful Designs	Auto Power Off
	MHL



Smart Eco

Energy Consumption for a Projector Lamp System on an Average Chinese School Day.

Power Saving	Eco Blank Mode			
	Smart Eco Mode			
	Audio Pass Through			
	Stand by Power <0.5W			
Hassle Free Maintenance	Upper Lamp Door			
	Kensington Lock			
Thoughtful Designs	Auto Power Off			
	MHL			
Usage Profile		Mins on Avg. Day	No Smart Eco Technology	With Smart Eco Technology
Off		354		
On – Searching for input		0	100%	75%
On – Other Content (Actively Used)		49	100%	100%
On – Other Content (Still image for 5 mins)		20	100%	30%
On- Full Screen Film		4	100%	65%
On- Full Screen Photo		1	100%	65%
On- Full Screen Photo- Same image for 5 mins		2	100%	65%
On- Content Off		7	100%	65%
Average Energy Consumption			100%	77%

SRC: White Paper Prepared by Futuresource Consulting Sponsored by Philips Lighting

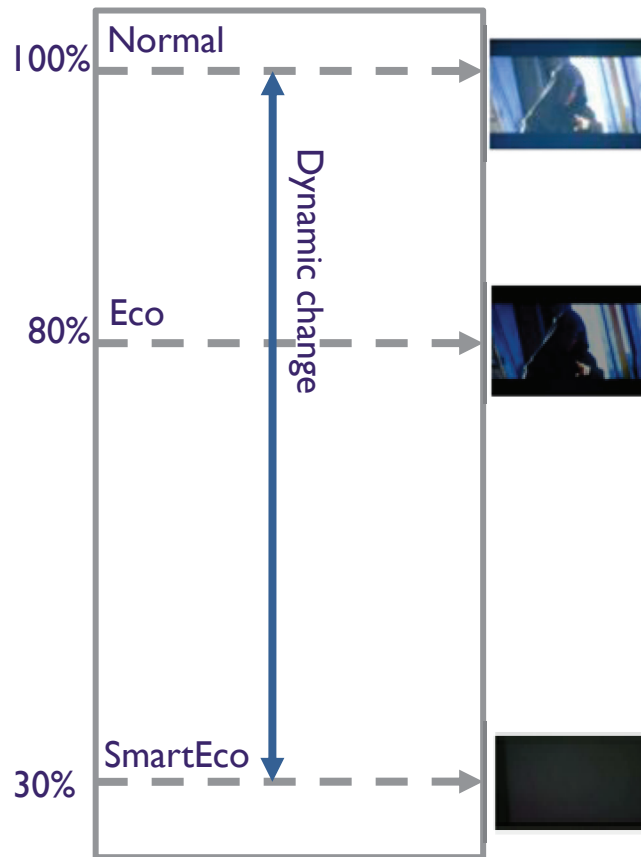
According to above, there is an energy saving opportunity of 26% in the Chinese classrooms with Smart Eco Tehcnology.



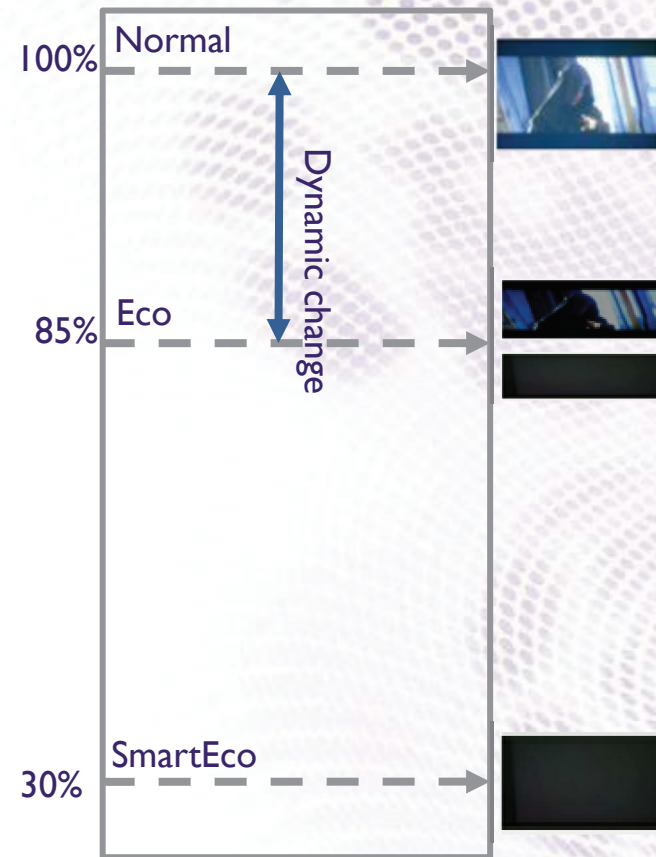
Smart Eco (Cont')

Projector can auto adjust lamp power based on input content.

Philips Lamp Power



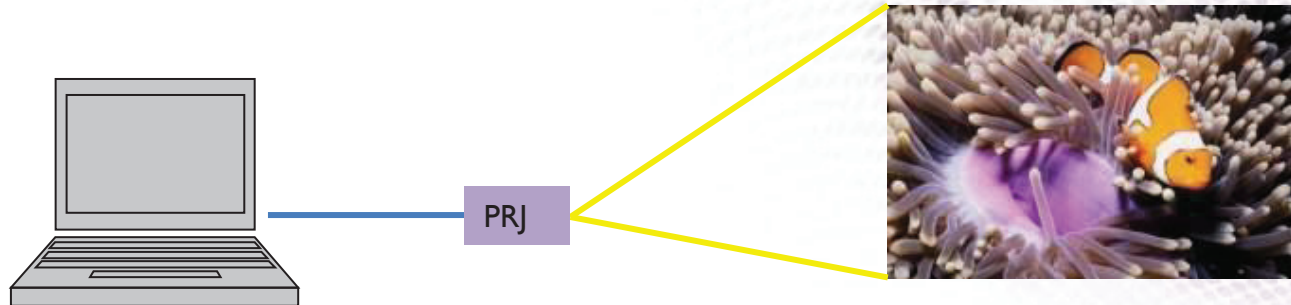
Osram Lamp Power(MX662)



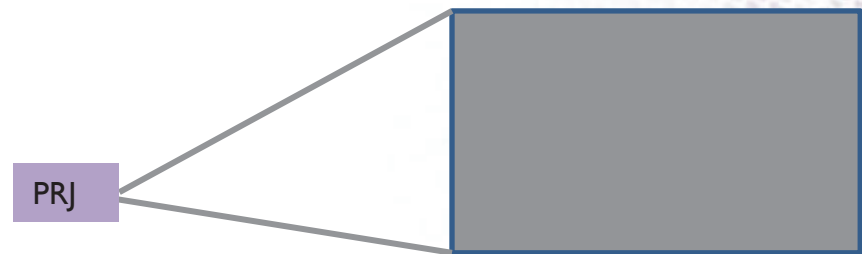
Cleverly adjusts the lamp power to maximize power saving by delivering the best contrast and brightness performance.

30% Lamp Power when No Signal Detected

Activate Eco Blank Mode after projector has remained unconnected to a display source for 3 mins to lower the projector brightness to 30%



Source detected. 100% lamp power



No Source Detected. Dimmed to 30% lamp power(Eco Blank Mode)

Audio Pass Through



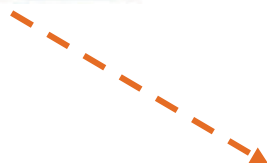
Power Saving

Eco Blank Mode

Smart Eco Mode

Audio Pass Through

Stand by Power <0.5W



MX600

Hasle Free Maintenance

Upper Lamp Door

Kensington Lock

Thoughtful Designs

Auto Power Off

MHL

Preserving lamp life when teachers only need sound.
Audio is fully function when projector is in standby mode (lamp off)



Stand by Power <0.5W

100% EU regulation compliance.

Standby mode <0.5W



Power Saving

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Hassle Free Maintenance

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MHL

Reduce electronic waste in stand-by mode!



Upper Lamp Door

Lamp Door



Projector lamp door is positioned on top for easy access and maintenance!



Kensington Lock

Protect your projector with two kinds of lock

- **Kensington lock**



Kensington lock



MX600 equipped with Kensington lock allowing easy attachment of a security chain!



Auto Power Off

Default value is 30 mins



Remind user this projector is closing



Projector is power off

With considering power management feature

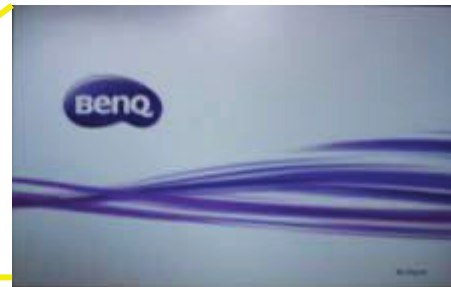
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PRJ

Without input source

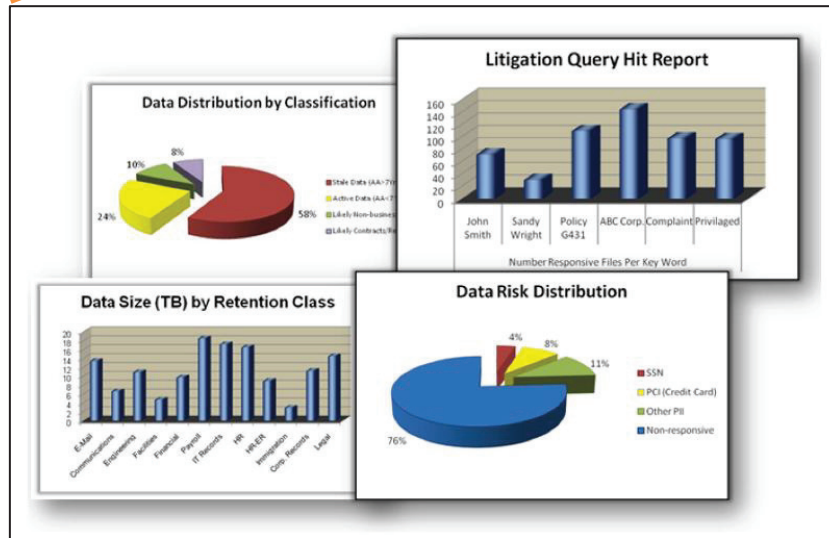


PRJ



PRJ

MHL



Bring your own device



Key Features Demo SOP

- MHL

Introduction



- The Mobile High-definition Link (MHL) is an interface for transfer digital audiovisual signals from **source** (e.g. smart device) to **displays**(e.g. projectors).

Advantage



- Plug and play
- Mirror the phone screen to the projector
- Projector can supply power to smart device via MHL

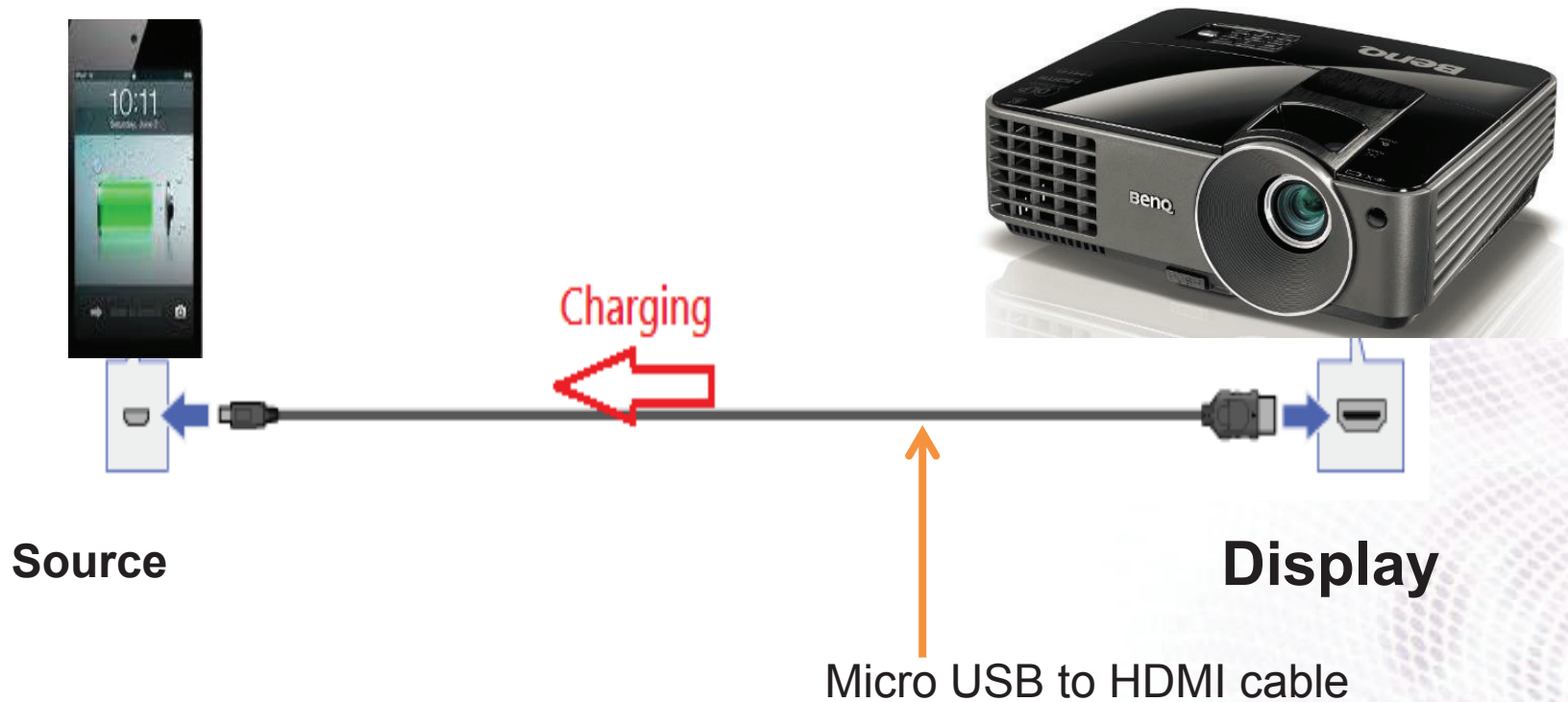


MHL Demo

Equipments

- MX600 x 1
- Power cord x 1
- Micro USB to HDMI cable 1
- Smart Device x 1

How to connect (Plug and play)

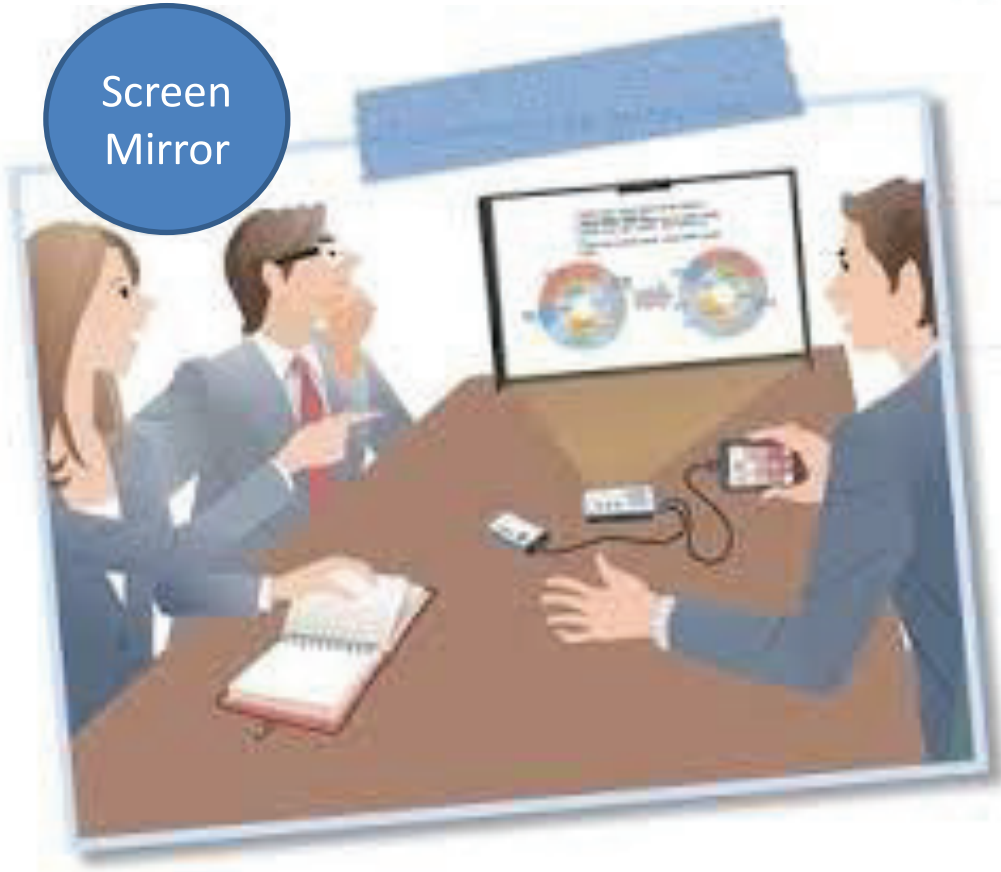


MHL User Scenario

BYOD (Bring Your Own Device)



Screen
Mirror



- Bring your own device to join the meeting
- Don't worry run out of power because projector can supply the power to the device



Heavy

Share photo/video with your friends



- You can share smart phone video with your friend though bigger screen
- Remote control is available for you to control smart device





Enjoyment Matters